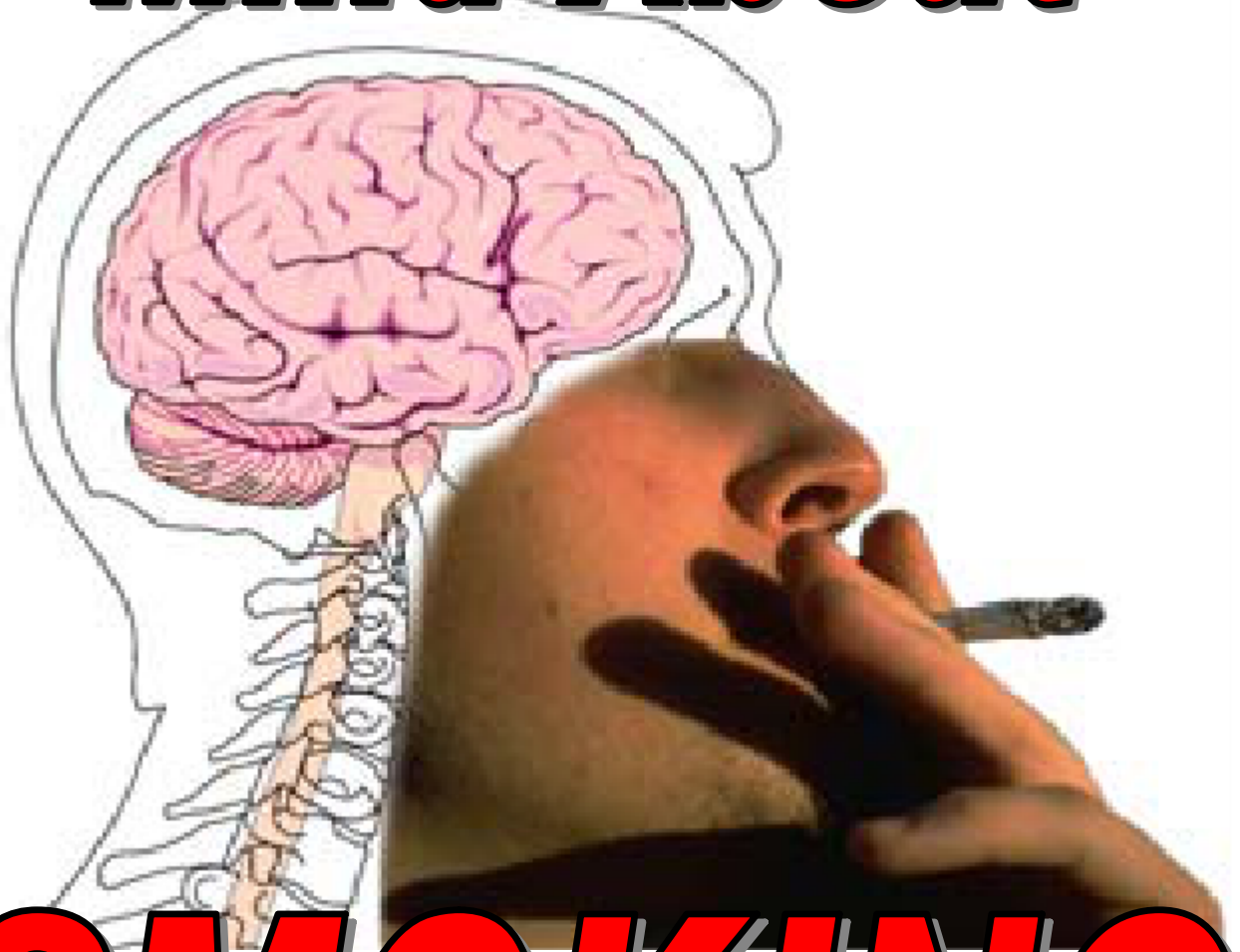


Changing Your Mind About



SMOKING

A personal management tool for you
to use to **become a non-smoker
without ever having to quit!**

By Bruce Chenoweth, S.I.P.E.

- If you are a cigarette smoker ...
- If you want to be a non-smoker ...
- If you prefer to not be a smoker who is going through the agony of quitting, and ...
- If you are still healthy enough that smoking for another month or two will not seriously harm you ...

... then this workbook is right for you!

For about the cost of one carton of cigarettes you can permanently become a non-smoker without ever having to “quit” again!

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About this book...

This book is for people with the smoking habit who would prefer to not be smokers and, at the same time, prefer not to experience the agony and unreliability of "quitting". It presents a complete and logical program with proven processes incorporating key elements of creative imagination, autosuggestion and self-image psychology to produce a permanent change, first in the thoughts, *then* in the behavior of those who implement it. The author originally designed it for his own use to become a non-smoker. Many others have successfully used their own adaptations of these processes to accomplish the same and other elusive goals.

Although these processes can be effectively applied to the accomplishment of any desired purpose, the program described in this book is designed specifically to enable people with deeply imbedded smoking behavior to quickly, painlessly and permanently transform themselves into non-smokers. Those people who study, then fully implement this program will never again have to endure the torment of desiring to smoke against their force of will and better judgment.

This approach does not require you to "quit" while you are still a smoker - but rather enables you to first develop the *self-image* of a non-smoker. Once this change is accomplished and sustained, the internal "pressure" changes sides -- from a strong desire to smoke into a strong desire to not smoke. Once this has occurred, the behavioral transition to being a completely recovered non-smoker is soon and certain to follow.

The process itself is very simple. The only obstacle one may need to overcome is the inherent human reluctance to establish the new set of daily rituals that deeply implant the new self-image of non-smoker. Fortunately, the steps outlined in this program are very pleasant and relaxing, making it much easier to integrate these new "habits" into your life.

If you are a smoker who would prefer not to be, and your health is sound enough that you could continue to smoke for another month or two without placing yourself at risk, I do not know of a more effective, pleasant or longer lasting approach to realizing your non-smoking goal than that which is explained in this book.

About the author...

Bruce Chenoweth possesses the ideal qualifications for defining a simple, highly workable program for becoming a non-smoker. His unique life-long experiences have made him an expert on the subject of smoking; and of the differences between "quitting" smoking and being a non-smoker.

During Bruce's childhood almost every adult he knew was a smoker, so the idea of smoking became an integral part of his image of what "grown-ups" do. Eager to "be like dad," he began smoking occasionally at the age of four. By age 8 he smoked regularly, having even learned to roll his own cigarettes with pipe tobacco and cigarette papers, easily acquired from his father's stock.

Smoking had become such a part of his nature that he gave little, if any, thought to ever dropping the habit until two significant events captured his attention. The first was that Roy Chenoweth, his father and long-time smoker, was diagnosed with advanced emphysema. By the time of his diagnosis the disease had progressed to the degree that Roy was forced to take an early retirement and spend his supposed "leisure" years struggling for breath. Bruce observed his father experience increasing, ever-present pain as his internal organs swelling up inside him in an attempt to absorb oxygen from his depleted blood supply. Roy died at only 71 years of age.

The second significant event occurred concurrent with the time his father was suffering. Bruce was "riding shotgun" in a military Jeep that went off the road, plunging into a wide canal. When the Jeep and its occupants stopped rolling, the jeep was resting on Bruce's chest. Both of his lungs were collapsed, and his heart was seriously dislocated. He awakened in the hospital several days afterward to learn that surgery and an artificial breathing device had barely saved his life. The surgeon who had performed the operations advised him in clear terms that, due to the severity of the injuries to his lungs and heart, he was faced with a choice between quitting smoking or dying an early death.

Not being allowed to smoke in the hospital, where he remained for several weeks afterward, gave Bruce a jump-start at quitting. But even with this and all his awareness of the obvious adversities of smoking, after a few months he resumed his smoking habit. He continued to vacillate between short attempts at quitting and long periods of smoking for several more years, continuing through the decline of his father and his own deteriorating health. Although few people have ever had better reasons to quit smoking, Bruce found it beyond his abilities to sustain.

As part of studies undertaken for other purposes, Bruce was introduced to the teachings of Dr.'s Leslie Lecron, a well known clinical psychologist and researcher in the field of hypnosis, and Maxwell Maltz, M.D., author of the book "Psycho-Cybernetics". Recognizing the potential for solving his smoking habit, he assembled a program using portions of what he had learned from these two disciplines. In less than a

month and a half of applying his new program he had completely and permanently escaped the bondage and anguish of being a smoker.

Bruce has subsequently taught this highly effective program to other smokers who have experienced similar success at permanently reversing their behavior. His empathy with the struggle that most smokers are going through, or are destined to go through, has given him the motivation to make these techniques available to a broad audience in book form.

This book is dedicated to my wife,
Ann, whose belief in me helps provide
constant inspiration.

Special thanks to:

Dr. Leslie M. Lecron

who introduced me to the incredible
power of my subconscious mind and
taught me how to take control and
responsibly guide it.

Dr. Maxwell Maltz, M.D.

who provided the structure I needed to
reinforce and effectively apply what I
had learned from Dr. Lecron.

Earl Nightingale

Who created "The Strangest Secret" audio
program. The best tool I have found for
getting back on track anywhere, anytime.

Changing Your Mind About Smoking

by
Bruce Chenoweth

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Chapter 1: Don't Be A Quitter!

The most humorous, accurate and poignant observation I ever heard about smoking came from Sammy Davis, Jr. during a stand-up comedy routine. It was "*Quitting smoking is easy! I've done it thousands of times.*" I suppose this sad commentary struck me as funny because it touched the deep personal feelings of frustration, futility and failure I had developed from years of attempting, unsuccessfully, to quit.

I sometimes wonder how many programs, plans, drugs, gimmicks, gadgets and do-dads there are on the market claiming to be the best way to "quit smoking". I have not heard of any that actually work, but it really doesn't matter anyway. It seems that the futile act of "quitting smoking" is little more than a mental narcotic used by people to distract themselves from acknowledging that they must first make a lasting change in the way they think before they can make a lasting change in their behavior. As with any narcotic, the high of "Look at me! I've quit smoking!" pales in contrast to the belly-crawl low of "Please look the other way... I've failed again!"

The process described in this book is not about quitting smoking. If it were, I would not have wasted my time writing it. "Quitting smoking" by force of will is nearly always an exercise in futility, frustration and failure. This book, instead, describes a simple process for recognizing and embracing the overtly obvious: *smokers smoke, and non-smokers do not smoke*. An aspect of this which I now recognize to be equally obvious, but which escaped my own awareness for decades of self-imposed lung-pollution, guilt and frustration, is that *being a smoker is only a state of mind*.

A smoker is a smoker because he or she thinks himself or herself to be a smoker. This is true whether or not he or she is actively smoking, or has "quit" for an extended period of time. Anyone who identifies with the idea that they have quit smoking is little more than a smoker who is forcing unnatural, neurotic behavior on themselves. The natural, normal state for a smoker is to be smoking.

A non-smoker never gives much thought to smoking, other than to be annoyed by the smoking of others, or to wonder in amazement that anyone would subject themselves to such hardships. This is true even if the non-smoker happens to be experimenting with smoking a cigarette at the moment. Once I recognized this simple truth, then combined it with my knowledge of how to change my states of mind, it was a comparatively short time before tobacco and I parted company. All that I needed in order to reverse my smoking behavior forever was to permanently change the pictures that I held about myself in my mind.

If you think, "Sure, it might work for you, but will it work for me?" then be comforted by knowing that *I am the original person that "things like this" won't work for, even if they work for everyone else on the planet!*

I am convinced that if things work for me, they will work for anyone. All that anyone needs to permanently become a non-smoker is to properly change his or her mind. This book gives you a simple tried-and-true program for accomplishing this.

If you are having difficulty reconciling what I have just told you with what you have learned about physical addiction to nicotine, consider the possibility that nicotine addiction is merely another self-delusive, imaginary obstacle that has enabled you to avoid making the decision to go back to being a non-smoker.

Even though a physical addiction can produce some very unpleasant experiences, once you have made a mental transition to the state of being a non-smoker what has in the past seemed to be an insurmountable barrier becomes reduced to a minor challenge. Additionally, when this challenge is met and defeated (which is inevitable, once you have fully made the mental transition back to non-smoker) you are left as empowered by the experience as if you had just successfully walked on fire!

Compare the following descriptions of these two different methods:

(If you are a smoker who has ever tried to quit, you will quickly and easily recognize this first one...)

- You reach another point of being overwhelmed by all the negative evidence that you “should” quit (i.e. “No-one likes to be around you any more” or “You are going to die a horrible death” or “You are a total scum-bag for spending the phone bill payment or your children’s school-lunch money on cigarettes.”)
- You decide that, *this* time, you can do it. You absolutely “have to” do it. Yes, this will be the time!
- You give away your stockpile of smokes, telling your family and friends that, no matter how much you may plead, or how mean and nasty you become, they are not to allow you to have any more cigarettes.
- You choose your arsenal of cigarette placeholders, i.e. the patch, chewing gum, menthol inhalers, etc.
- You choose the right day and time to begin. These are selected with care, because you already know how hard it will be, how tempted you will be, and how miserable you will be to live with until that mythical time in the future when you have “really, finally” quit.
- You smoke an extra pack in your final hours in a futile attempt to stockpile the “pleasure” that you know you will soon miss dearly.
- Once the “quitting” begins, you think about little other than smoking for weeks, months (years?).
- Whenever you see someone smoking, you envy him or her and remember, “How good it was”. You constantly struggle with thoughts like “Is it really worth it to live a long, healthy life if I am this miserable?” or “I never liked being around those stuck-up, self-righteous, non-smoking jerks very much anyway!”
- You crave cigarettes for the rest of your life, or, more likely, until you finally give up, take advantage of an opportunity to let the force of your will power drop, and return to your *normal* behavior – the normal behavior of *any* smoker – smoking.

Now the second method. The “Change your Mind about Smoking” method:

- As you do your preparatory work, your largest difficulty is to turn the pages of this book with the same hand you are holding it with. Your other hand is busy, holding a lit cigarette.²
- You intuitively recognize that you would prefer being a non-smoker than being a smoker who is ‘quitting’.
- You keep this workbook and a pen or pencil with you at all times, or, attach a pen and little pad to your open cigarette pack so that you keep your agreement to do the “homework” with each guilt-free cigarette you light up.¹
- You convert your homework notes into crystal-clear mental images of yourself as a non-smoker.
- You faithfully do the relaxing, enjoyable process that replaces the old images of smoker with your new images of non-smoker.
- You keep your agreement to patiently and methodical continue the process, no matter what your *apparent* results are. Then, one day, which will live vividly in your memory forever, you notice that your behavioral reality has caught up with your creative imagination. You now think and act as a non-smoker!
- Days, weeks, and years later smoking has become only a hazy, unrealistic memory that you seldom give much thought to anymore, except when you are recommending this simple process to a friend

If method #2 seems like the better way to you, then you will love what you are about to learn from this book. In the meantime, here is some good advice that my father gave as he was guiding me into adulthood:

"Don't be a quitter! When you decide to do something, do it right!
Then stick with it to the end."

1. Please note that, if you are already in the process of quitting, it is neither advisable or wise to begin smoking again merely for the benefit of doing this program while smoking. For you, following this program will just make each day of quitting easier until, at some glorious moment, you will forget that you ever were a smoker.

Chapter 2: Just Imagine!

Just imagine what it is like to be a fully-recovered non-smoker. Someone who not only does not smoke but who *never even thinks* about personally smoking. *Not ever!* Can you imagine that?

For most smokers the truth is no, you cannot. When you are able to, then consistently do imagine that you are a non-smoker, you will transform to the state of *being* a non-smoker as suddenly and effortlessly as if it had occurred through magic. The intention of the remainder of this book is to teach those who choose to be non-smokers how to perfectly, creatively imagine that reality. To imagine it so perfectly and completely that, in the wink of an eye, the entire idea of having a smoke becomes totally absurd to you.

I vividly remember when I realized that the change had occurred in me. My expectation, based upon what I had read, had been that it would occur 21 days after I made my declaration and began the process, but it actually took 40 days.

Although I had been a three-pack-a-day smoker right up to the previous day, I awoke on the 41st morning as a non-smoker. What was particularly odd was that I didn't even notice that the change had physically occurred until my 10:00 A.M. coffee break. For years it had been my pattern to open my second pack of cigarettes during that break, and I was always certain to put a new pack in my pocket before going to the cafeteria. On this day I couldn't fit the new pack in my pocket because there was not a single cigarette gone from my first pack of the day. When the awareness hit me, I actually experienced a brief moment of panic, thinking "Oh no! This means that I will never have another cigarette for the rest of my life!"

I instantly recognized the absurdity of that thought, and acknowledged that this was the joyous result of 40 days of re-programming my mental software about my behavior. That was the last thought I ever had about wanting to smoke. Even though I did experience the withdrawal from nicotine addiction, I experienced it as if I were recovering from a disease. To have given thought to smoking a cigarette to relieve the symptoms would have made about as much sense to me as injecting live influenza virus into my veins while recovering from a bad case of the flu.

Leading researchers of the workings of our minds tell us "whenever the imagination and the will are at odds, the imagination always ultimately wins". The will may win a few battles, but the imagination always wins the war. This is the very reason that "quitting" does not work. Forced behavior which is contrary to our self-image requires the constant and continuous application of energy, or will *power* to maintain the separation between behavior and belief. No matter how long we are able to sustain our power of will, the imagination is lurking effortlessly, tirelessly in the background. Eventually, almost everyone experiences a time when that energy is required elsewhere to help resolve a different, more pressing crisis. In that first moment of weakness the imagination slips its beliefs back into behavior. This not only destroys all of the progress made by the will up to that point, but also adds disillusionment and frustration, further weakening the power of the will for any future attempts.

Of course we have all heard that there are exceptions to every rule. I met a man once who told me he had quit smoking by force of will over 30 years before, and that he had not smoked a single cigarette since, even though he craved cigarettes every waking minute to that very day. He was convinced that my methods could not possibly work long-term, and that to quit smoking required a strong application of will power. Since all physical addiction to nicotine would have passed out of him years before, this further convinced me of the amazing power of imagination. In his case, he imagined himself still addicted and still in need of forcing himself to be dominant over his desires. Personally, I believe I would rather have continued to smoke than to go through what he described! I lost track of him years ago, so I don't know how he fared after that. I would not be at all surprised to learn that he did finally start smoking again.

It should be obvious from the last story that *what* we imagine is very important. Most smokers have only vague memories of what it was like to not smoke. Children who were raised in environments where all of the adults were smokers may not have any experiences at all to draw on in their adulthood. I began smoking casually when I was only four, then consistently when I was about eight. Almost everyone I knew when I was growing up was a smoker, so smoking became firmly embedded in my behavioral programming. I had to undertake a major research project just to learn what it could be like to be a non-smoker. In the next few chapters I will describe the process I used to define and design my new self-image. In later chapters you will learn some very effective methods for replacing the old self-image with your new non-smoking self-image.

Our self-image is the template that is used by our imagination. Imagination quietly and persistently compares our actual behavior and experiences to this template. Whenever there is disparity, it takes highly effective steps to re-create a reality that conforms to the image -- against all powers and odds that attempt to produce different results.

If you have gathered from the previous statements that your imagination is your enemy, please reconsider your conclusion! Your imagination is always your friend. It is always working to produce the very best results it is capable of to keep you true to yourself. When you find an area of your self-image that you know would serve you better if it were different, it is YOUR responsibility to use your conscious intelligence to effectively change your template. Having done that, your loyal and untiring servant, imagination, will see to it that your properly altered template becomes manifested into reality for you.

Imagine that!

Chapter 3: The Non-smoking Program:

The Program Manager.

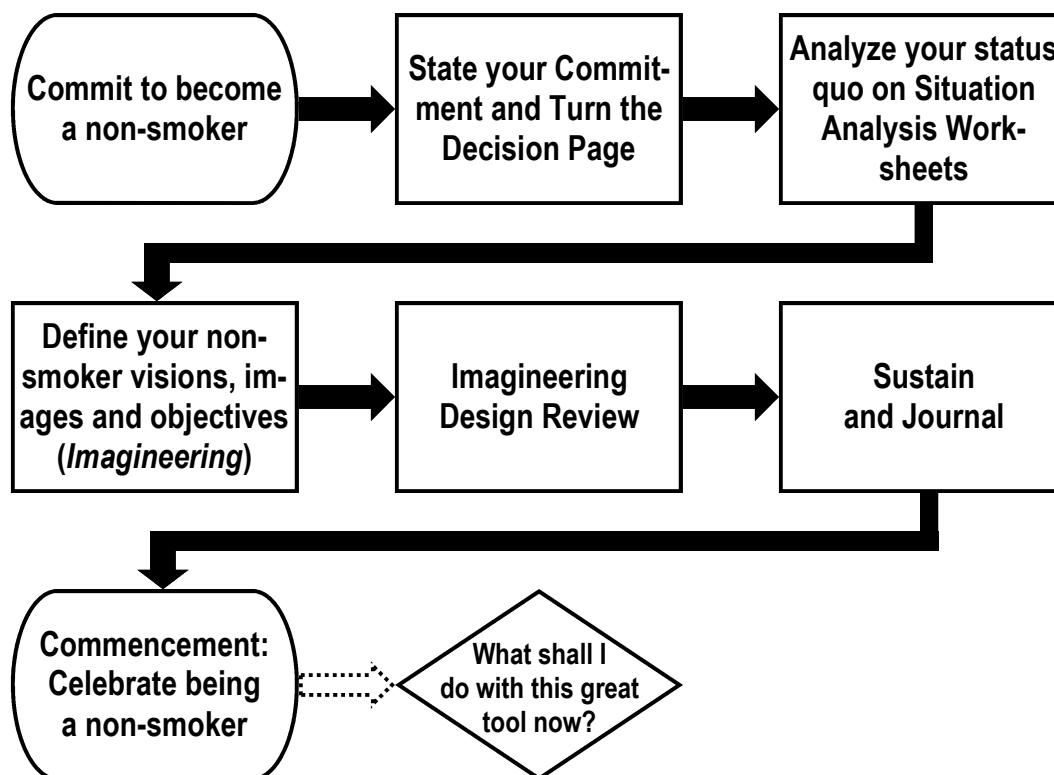
In industry, the administration of a new industrial objective is accomplished by what is referred to as a "program". A Program Manager administers the program. Under this persons direction the defined objective is studied and analyzed, then broken down into logical sub-objectives, or *tasks*, which are then listed in a *program plan*. The program plan includes scheduled start and completion dates of each task and the name of the team member who is responsible for it's accomplishment.

So, here we are at a significant junction in your road. Before we go any further, I am empowered to offer you the position of *Program Manager* for accomplishing the objective of *you permanently becoming a non-smoker*. Before you accept or decline this position, there are a few more details that you should know:

- The remaining chapters of this book will provide you with all the instructions that you need in order to accomplish this objective.
- The processes are very simple. They may not always be *easy*, but they are simple. If you have understood what you have read to this point, you certainly are capable of accomplishing it.
- If you remain committed to excellence to the degree that you:
 - (a) keep your purpose always present in your mind,
 - (b) work through each and every obstacle, and,
 - (c) continue to exercise each process each and every day,you will, without question, succeed.
- Once you have succeeded you will have gained much more than the satisfaction of being a non-smoker and all of the ancillary benefits that come with it. You will also have gained a sense of accomplishment and some new skills that can never be taken away from you.
- When you have learned and internalized the processes this book defines, you will have gained a tool that can be applied to the accomplishment of any goal, anytime, anywhere, for the rest of your life.
- The position is binding and permanent. You may never resign, no matter what. Once you have said yes, you must continue diligently to the accomplishment of your objective.

The program flow is graphically represented on the next page to give you an idea of how simple this actually is ...

Non-smoker Program Plan



Okay, you now have all the data you need to make an informed decision. Based upon what you know now, to this point, do you accept the challenge?

If you do, please commit aloud **“Yes! I fully commit to perform this project to it’s completion, whereupon I will be a fully transformed non-smoker.”** Then turn to the next page to begin defining the personal details of your program plan.

If you do not, kindly stop reading now and give this book to someone who will truly benefit from what it offers. From this point on it becomes the Program Managers workbook.

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Congratulations on accepting your new assignment, Program Manager!

Your success is inevitable! The only possible way you could fail is if you were to quit, and you have just made a binding agreement to never quit.

Program Planning.

A well-designed program plan begins with an analysis and review of the objective, and compares it with the "status quo," or existing environment. Some projects may be as simple as minor adjustments to an existing, fully developed product or service. Others may require extensive research and development of new processes and materials before any serious thought can be given to preparing for production. One of your first challenges will be to determine the *extent* of the program needed to accomplish *your* objective

Your objective, simply stated, is "To become a non-smoker." You will soon begin to create your program plan, logically listing all of the appropriate tasks, schedules and personnel assignments. First, however, you will analyze and review the objective against your status quo. This can begin by asking, then answering pertinent analytical questions. Some examples of pertinent analytical questions you might ask yourself are:

- "Am I a smoker?" (Obviously, if the answer to this is "no," there is not any need to continue, as the objective is already realized.)
- "Do I desire to be a non-smoker more than I desire to be a smoker?"
- "Do I desire to be a non-smoker by personal choice, or is it the result of someone else attempting to influence me?"
- "What is the extent of my smoking?" (Four packs a day? One pack a day? An occasional cigarette when out with friends?)
- "What are my objections to smoking?" (Cost? Personal health? Health of my family? Offensive odors? Inconvenience?)
- "What are my attractions to smoking?"
- "When do I smoke?"
- "Where do I smoke?"
- "How do I feel when I smoke?"
- "How do I feel after I have smoked?"
- "How do I expect my life to change when I become a non-smoker?"
- "Will my (friends, family, co-workers) like me more, or less, when I do not smoke?"
- "Will my status at work change when I am a non-smoker? If so, how?"
- "Why did I begin smoking in the first place?"

- “How clearly and vividly can I recall what my life was like before I became a smoker?”
- “In which ways might my life have been better, or worse, had I always remained a non-smoker?”

The purpose of the analysis is to help you determine how to best approach your project. A few will be so excited to get started they will want to pass over all the preliminary steps, throw out all their cigarettes, and get right to the programming part. (*By the way, don't do that!*) The approach taken by a few others can be best described by “I'll become a non-smoker when they pry the last cigarette butt from my cold, dead, nicotine-stained fingers.” The best results will be obtained by the many in the middle who commit to the program, methodically plan, and then work their plan consistently and persistently until their plan works for them. Meanwhile, they are able to relax and enjoy each cigarette, without guilt, during their final stages of smoking. After all, they are now engaged in the process of doing the very best they can to improve their lives, so what is there to feel guilty about? (*Remember, don't use this as an excuse to start again if you are already in the process of quitting!*)

At the end of this section, stop reading further and begin your analysis. A supply of Analysis Worksheets immediately follows to provide space for you to record your results. (If you need more space, use any blank paper.)

Choose any of the preceding questions that you recognize as pertinent to your individual situation, write it at the top of the analysis sheet, and then give considerable thought to how it applies to you. Repeat this with each question that feels appropriate to you.

These questions will likely stimulate you to think of others that also should be considered. When these “pop into your head”, pause what you are doing at the moment and take a few minutes to write them at the top of a blank analysis sheet before they slip back into the fog. Earl Nightingale put it well when he said, “Ideas are like slippery fish. If we don't gaff them with the point of a pencil they are likely to quickly swim away, never to be seen again.”

When you feel that you have developed a good understanding of your status quo, continue reading the next section.

Feel free to return to the Analysis section at any time to add to or modify any of your analysis work.

To help you keep track of your progress, the last page of this book contains a Program Plan Worksheet. Go to this page now and record your progress to this point. You have completed the first two line items.

The worksheet includes a column for identifying the person assigned responsibility for completing each line item task. Even though it may seem silly to you, write your own name or initials in each cell for each line item. This is an affirmation that you recognize and accept responsibility for succeeding with each step.

Situation Analysis Worksheet

Why do you suppose you started smoking?

Who were your role models that were smokers?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

What, if anything, about smoking still appeals to you?

If you could push a button and instantly erase the idea of ever having been a smoker from your mind, would you do it? Why?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

What aspects of smoking do you dislike?

What are your top five reasons for becoming a non-smoker?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

Approximately how many times do you smoke each day?

In what circumstances do you ALWAYS smoke?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

In what circumstances do you usually smoke?

In what circumstances do you seldom or never smoke?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

Is it important to you, personally, to become a non-smoker? Why?

*Is it important to others that you become a non-smoker?
Who and why?*

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

*Are you being pressured by others to stop smoking?
If so, who?*

What do other people have to gain if you stop smoking?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

If you were to stop smoking and fully restore your health, what physical activities would you enjoy?

If you were to stop smoking, what would you like to do with the money you now spend on tobacco and other smoking accessories?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

If you were to stop smoking, what would you do with the extra time that you didn't spend supporting the smoking habit?

If you were a non-smoker, what else about your life would be better?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

If you were a non-smoker, would your work environment be easier?

If you were a non-smoker, would your home environment be easier?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

Can you clearly remember what life was like before you started smoking?

Can you think of any logical, rational reason for being a smoker?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

Situation Analysis Worksheet

List as many other compelling reasons as you can think of that support your decision to become a non-smoker?

Write out your responses, insights, conclusions, feelings, ideas, recognitions, "ah-ha"s, etc. Draw any images or "doodles" that come to

The Tasks.

A successful program is similar to a successful journey. In order for a journey to be successful, it is critically important to know two things:

- I. Your exact point of origin (where you are starting from) which is the value of the analysis you just performed, and,
- II. Your exact point of destination (where you want to be when this particular journey is complete).

This second item *seems* so obvious that most people completely overlook the point. It is not enough to merely state your destination as "Boston". Consider that, in the United States alone, there are cities or towns named "Boston" in Georgia, Indiana, Kentucky, New York, Ohio, Pennsylvania, Texas and Virginia as well as Massachusetts. If you were to instruct a driver to take you to Boston, even if you are fortunate enough to arrive at the correct town, will you be satisfied once you reach the city limits, or do you actually want to arrive at a specific street address, floor and room number?

So it is with becoming a non-smoker. For instance, do you want this to occur while you are still alive? Before you are confined to intensive care? While you are still young and vibrant and fully enjoying life? Before your 50th birthday? As soon as is humanly possible?

Would you like to run a marathon without having your lungs screaming at you in the first 100 feet? Sit in the non-smoking section of a fine restaurant and fully enjoy the aromas and flavors of a gourmet meal? Make love with a beautiful man or woman without offending their senses? Retain your own young and beautiful appearance as long as is possible?

These are the details, the ultimate address, of your non-smoking destination. Once you have clearly defined them, to the degree that you can clearly see them in your mind, the time will have come to actually begin your journey. Your next logical step is to make as complete a list of these details as you possibly can. Each additional detail will accelerate your progress to your destination. The purpose of the next chapter is to guide you through the definition of these details.

It is time to go to the last page of this book and update your program plan worksheet.

Chapter 4: Details! Details!

If it is feasible for you to do so, carry your cigarettes and a supply of pencils or pens in the same enclosure with this book. This will help you remember to keep this book with you at all times. When I was smoker, I frequently forgot to take my schedule book with me, but I never forgot to take my cigarettes!

If for some reason you will be unable to keep this book with you at all times, you will require a little notebook about the size of a cigarette pack and a rubber band. From this point forward it is very important that you have the means to write image notes each time you think of having a cigarette. The purpose of the rubber band is to attach the notebook to your active cigarette package or holder. This will serve as a reminder to you to begin your image notes before you light a cigarette.

All of your image notes will have one theme: "What it is like to be a non-smoker". Refer to the answers to your previous research questions for ideas on the aspects of your status quo that you will be reversing. For example, if you are a three pack per day smoker and you are paying an average of \$2.75 per pack, one of your images may be about where you will be investing your extra two hundred and fifty dollars each month.

You will find a supply of Image worksheets at the end of this chapter. At the bottom you will find check-dots for each the five senses. Use these to remind yourself to verify that you have included images that will affect each of your physical senses in your description.

Here are two different "points of view" from which to take notes:

From your point of view.

Each and every time you light up a cigarette, first define the circumstances, i.e. "I just finished eating dinner", then answer this question in your notebook:

"If I were a fully recovered non-smoker right now, what would my experience most likely be in this moment?"

Some possible answers for this particular scenario are:

"I would be down on the floor, playing with my children."

"I would be hugging my wife and telling her what a good job she did cooking dinner."

"I would be out on the patio, sipping coffee and watching the sun go down."

"I would be playing the piano and encouraging my family to sing along."

Some answers that would not be appropriate for a non-smoker are:

"Craving a cigarette."

"Putting a new flint in my lighter."

"Cleaning my pipe."

While defining your alternative experiences, visualize all of the intricate details of the situation as vividly as possible. Make notes about the colors of the sunset, the shape and shading of the horizon, the presence of clouds, the smell of the fresh air, the temperature of the evening, the clothes you are wearing, the feeling of the breeze on your skin, etc. Note at least one aspect of the image for each of your five senses (sight, smell, taste, hearing and touch). You will be using these images to replace your old “smoker” self image, so make them as appealing and pleasant as you would like to have come true.

Here are a few examples of images that I used during my own non-smoker program that may help get you started:

"I saw my family and myself being escorted to our table in a favorite restaurant. Before seating myself, I picked up the ashtrays from our table and placed them atop the little pile of ashtrays at a nearby empty table. (This was before there was such a thing as a non-smoking section in restaurants.) I knew in my mind that we would have no need for them, and there was no sense in wasting the space on our table or offending our nostrils with the acrid odor that emanated from them. The tablecloth was a dark green. The ashtrays were small, made from brown glass, typical of those found in restaurants in those days. All around me I could hear the sounds of the other patrons engaged in chitchat, and the clinking of utensils against the china settings. The furniture and surroundings of the restaurant were vividly etched in my mind..."

"A friend, dressed in Levi jeans and a plaid flannel jacket, would shake a few cigarettes from the end of a package of Winston's™, offering "Smoke?" Holding out my hand in blocking fashion, I would reply 'No, thank you. I am a non-smoker.' My friend withdraws the pack and, hesitating for a moment, puts one in his mouth, reaches for his lighter and mutters something about wishing he could quit. I shift my position slightly to avoid the inevitable little cloud of foul-smelling smoke which is soon to escape his lungs."

"It was evening. Dusk was approaching. I was running in the direction of the sunset, as I had been for several miles. My lungs were efficiently, effectively consuming the fresh, cool evening air and filtering off the oxygen my body needed to continue tirelessly on my evening ten mile run. The feeling in my body was exhilarating, and I was looking forward to the return trip home, where I would be running back up the long, steep hill to the remote mountain peak where I lived. The slap-slap-slap of my Rebox® against the road surface alerted several dogs along the way to bark their greetings to me."

From non-smokers points of view.

There are few things in life that will excite a non-smoker as much as learning that a friend wishes to re-join their ranks. Rare will be the non-smoking friend who does not jump at the chance to assist you in any way he or she can.

Let your non-smoking friends know that you are in the process of learning what it is like to be a non-smoker again, and that you can use as many constructive non-smoking images as possible to help accelerate you to this new condition. Ask them to graphically define their experiences and activities during the occasions that others around them would be smoking. Make detailed notes of the experiences they describe.

Do not be offended by any graphic, condescending descriptions of their experiences while forced to be in an environment of second-hand smoke. These experiences are quite unpleasant for non-smokers, and they may respond to your invitation to share with a bit more enthusiasm than you are prepared to deal with. Here are a few more from my own experience. (*Remember, I was, at one time, a very heavy smoker who was very annoyed whenever someone asked me to not smoke in his or her presence.*)

"For about four or five years after I became a non-smoker, the smell of cigarette smoke reminded me of a stainless-steel bedpan that someone just pooped in! It was absolutely revolting! The people who smoked or hung out in smoke-filled environments smelled like they had been rolling in that bedpan! Fortunately, that response has since faded, but I still vividly remember how it was back then."

"As I take a breath of fresh mountain air deep into my lungs I get a real rush -- like cosmic energy just saturated my body. Sometimes I remember how it used to be for me, and I feel a deep sadness for everyone who is still a smoker."

"As I walk or run up mountain trails I experience a completely different world that I had forgotten from my childhood. Every pine needle exudes a delightful subtle aroma. The breezes pick up each of these aromas, blending them into a whole new color of the forest. Did you know that the aroma produced by growing pine bark smells just like vanilla? Put your nostrils in a crack in the bark of a large growing pine tree sometime and see what I mean."

Once you have defined three or four good images go ahead and begin reading the next chapter. As new ideas come to mind, return to these pages to add to and refine your list of images. They are the building blocks of your future as a non-smoker. You will begin putting them to use in the next chapter.

Images of What it is like to be a non-smoker:

Includes: 😊 Sight 😊 Smell 😊 Hearing 😊 Taste 😊 Touch

Images of What it is like to be a non-smoker:

Includes: 😊 Sight 😊 Smell 😊 Hearing 😊 Taste 😊 Touch

Images of What it is like to be a non-smoker:

Includes: 😊 Sight 😊 Smell 😊 Hearing 😊 Taste 😊 Touch

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Images of What it is like to be a non-smoker:

Includes: 😊 Sight 😊 Smell 😊 Hearing 😊 Taste 😊 Touch

Chapter 5: Imagi-Nation

If you look up the word "imagination" in Webster's latest edition, you will likely find a different definition from mine. Someone should kindly notify Webster of his error.

To me, the word imagination indicates "a nation of images." Through our imagination we are able to create anything we wish, nations included. If we imagine the same things often enough and long enough, as far as I have been able to determine, they will become our reality. This apparently works by "sneaking" thoughts past the critical, limiting consciousness and implanting them directly into the belief structure.

I cannot "prove" this concept, but I can offer you some excellent evidence that it really does work. If you will follow the steps in this book and persistently imagine a new life as a non-smoker, you will become one. This is not *proof*, but it is pretty darned convincing evidence!

A few other notable people have toyed with similar ideas about thoughts, imagination and beliefs. I quote a few:

- " *Whatever the mind of man can conceive and believe, it can achieve.*" -Napoleon Hill, from "Think and Grow Rich"
- " *Just as a gardener cultivates his plot, keeping it free from weeds, and growing the flowers and fruits which he requires, so may a man tend the garden of his mind, weeding out all the wrong, useless, and impure thoughts, and cultivating toward perfection the flowers and fruits of right, useful, and pure thoughts. By pursuing this process, a man sooner or later discovers that he is the master gardener of his soul, the director of his life. He also reveals, within himself, the laws of thought, and understands, with ever increasing accuracy, how the thought forces and mind elements operate in the shaping of his character, circumstances, and destiny.*" - James Allen, from "As A Man Thinketh"
- " *We become what we think about most of the time.*" - Earl Nightingale from "The Strangest Secret"
- " *If thou canst believe, all things are possible to him that believeth.*" - Jesus of Nazareth, Mark 9:23, King James version of "The Holy Bible"

As an interesting side-note, every person I know of who has accomplished something noteworthy has used this or a very similar process as a simple matter of course. Thomas Edison, for instance, imagined that great ideas and solutions to problems would enter his mind from "the ether" if he would just sit quietly and allow them access. It certainly worked for him! (*His ability to imagine worked for all of us. As a young student once noted, had Edison not invented the light bulb, we would all have to watch television by candlelight.*)

So, how do you apply this to becoming a non-smoker? This is where we get into the "simple, but maybe not easy" part.

From now on, until you notice that you are, without question, a completely recovered non-smoker, you will be making a declaration of this as fact. Part of this declaration will be a repeated showing of evidence to support the fact. In the beginning, *physical* evidence may *appear* to contra-indicate this fact, so you will by-pass that false evidence with evidence of your own making via the super-highways of your imagination. This is where you will begin to apply the images that you have been creating in your image notes.

Oops! Did I start to lose you a little bit there? Are you experiencing a little FEAR that this process may be a bit too flaky for you? **Excellent!** This gives us an opportunity to put the FEAR thing to bed right now.

FEAR is an acronym for "False Evidence Appearing Real". Until now, you have been a smoker because all of the False Evidence about smoking has Appeared Real to you. In other words, you believed it. You apparently still believe it. So long as you do, that template will fuel your imagination, and your imagination will over-rule every other idea that comes along. No problem -- just allow that belief to stay intact for a while. It won't last long, once you begin undermining it with different, more personally workable evidence. Remember the concept that it is impossible to tell the difference between something that is "real" and something that is imagined vividly enough. The only reason that any experience is labeled as "real" is because it has already snuck past your critical, limiting consciousness and it is firmly embedded in your imagination.

Ask any experienced police officer about the nature of "reality". If 50 different people witness the same exact crime, interrogation of each of them will yield 50 different stories -- consistently -- every time. This is true even if the witnesses are trained investigators. So much for "reality as something concrete!"

So! Back on purpose here. You have a little more homework to do before you begin planting your new evidence. Go back over each of your image worksheets and be absolutely certain that what they literally describe is precisely what you literally want. Remember the old, rude, so-called joke, "*Would you like to quickly lose 20 pounds of ugly fat? Then cut off your head!*" This is a terrible example, but the point is, look for hidden double-meanings which might end up giving you a result that you asked for, but which is not what you wanted.

While you are at it, consider, and then reconsider how they might be better stated. You will be visualizing these during periodic quiet-times, so smooth them out as nicely as you can. Remember to include at least one vivid image for each of your 5 senses. The more senses you employ while visualizing your new evidence, the more effectively it will be accepted as reality. Besides, there is no reason to short-change yourself on your experiences. These are all absolutely free! Go for all you can get!

This is the "design review" phase of your new reality. The process you have been using is like engineering, but we call it "imagineering". You have unlimited resources available to you while imagineering, so let your imagination run wild!

It is time to go to the last page of this book and update your program plan worksheet.

Chapter 6: Sensualizing

I love the name of this chapter! "Sensualizing" is like a two-edged sword. It indicates experiencing with the five physical senses, plus it can also indicate that what you are doing makes sense. It certainly makes more sense than allowing environment and circumstance to rule your life! As Earl Nightingale put it, "Every ship without a rudder ends up a derelict on some deserted beach." Sensualizing is part of the process of steering yourself to the destination of your choosing.

From the last chapters you have prepared some images to begin sensualizing. Now you will learn when, where and how to sensualize them.

When and Where:

Formally, three times each and every day, minimum, as follows.

- **Once early in the morning.** My personal preference is after awakening but before getting out of bed. If you find that you have a tendency to go back to sleep, it will be more appropriate for you to get up, do your morning exercises, take a shower, then do the sensualization exercise. The risk of doing it this way is that there is often a tendency to run out of time before you sensualize. This is not an option, so be certain you schedule enough time for all your morning activities!
- **Once near mid-day.** When I was an employee I allocated 15 minutes of my lunch period for sensualizing and 15 minutes for eating my lunch. I frequently became so involved in my sensualizing that I would skip lunch. (Sensualizing can be a very pleasant experience!) This did not adversely impact my waistline at all.
- **Once in the evening before going to sleep.** If I am very tired I will do this one sitting in a straight-backed chair. This way, if I fall asleep, the impact of hitting the floor will wake me up and get me back on purpose. *(Just kidding. I never actually made it all the way to the floor.)* If I happen to be wired from drinking late coffee or tea, I will do it in bed. The process is very relaxing and calming, so it is easy to transfer into sleep after the process is complete.

Informally, as often as the opportunity presents itself.

- In the waiting room of a doctor or dentist. Imagine a new paradigm of actually being annoyed when the doctor is able to get you in on time. No one will know what you are doing. They will just assume that you are dozing off.
- While waiting for the bus or ride pool to pick you up. *(Don't do this one if you tend to go very deeply into your process, or you may awaken to discover that you missed your ride.)*
- While riding or flying, especially when there is no-one interesting to talk with.
- While waiting for dinner to be ready. *(Not a good idea if you are the cook!)*

- While your mother-in-law rants about her latest knee operation. (*This requires developing the ability to do the process with your eyes open and a smile on your face. Take it from me; this is not as difficult as it may sound.*)
- Any other time when you can spend a few minutes quietly inside your own head.

How:

To adequately sensualize you will need to enter a state of deep relaxation and concentration. Unless you are super-focused, this will require a relatively distraction-free environment, at least in the beginning.

If you already have an effective process for deep relaxation, use it. If this is a new concept to you, or, if you would like a more effective process, practice the relaxation technique that follows:

Find a quiet, comfortable place to relax. This may be sitting or lying down. Often a straight-backed chair is an excellent choice, as becoming too comfortable may result in sleep. This should be a place where distractions are unlikely to occur, such as ringing telephones or playing children.

The temperature should range from very comfortable to slightly on the warm side. It is best that you not be in the path of air from a fan or an air conditioner.

Adjust your body position to allow maximum comfort and relaxation. Your hands should not be clasped, or otherwise touch each other. Loosen any tight clothing that may feel restrictive, especially on your lungs.

Find a fixed point on the wall or ceiling in front of you where you can comfortably and softly affix your gaze. Allow your eyes to relax while looking at this point. Whenever you feel like they want to close, it is okay to allow them to.

Slowly take in a breath as deeply as is comfortable for you. If this results in stress to your lungs, or stimulates coughing, reduce the depth to the degree that it is comfortable for you. Let the breath out quickly, with a sigh. Allow your lungs to empty as much as is comfortable for you.

Shift your mental focus to the toes of your left foot. Become aware of how they feel. Notice any tension or discomfort that you may be experiencing in this area of your body. Now slowly, gently tense all the muscles in your toes to the point of moderate to heavy muscle tension. This should take from 5 to 10 seconds. Hold the tension for a few seconds, and then slowly relax these muscles completely while silently repeating the word "Relax - Relax - Relax" to yourself. Notice that your toes feel more relaxed than they did when you began.

Now do the same exercise with the muscles in the toes of your right foot, then your left foot and ankle, your right foot and ankle, your left calf, your right calf, your left leg and knee, your right leg and knee, your left buttock, your right buttock, your crotch and pelvic area, your lower abdomen, your upper abdomen, your left lower back, your right lower back, your left middle back, your right

middle back, your left upper back, your right upper back, your left chest, your right chest.

Take another breath, as deeply as is comfortable, and relax your lungs as you release it.

Now continue to do the tensing and relaxing exercise with your left shoulder, your right shoulder, left upper arm, right upper arm, left lower arm and hand, right lower arm and hand, left side of your neck, right side of your neck, front of your neck, back of your neck, your jaw, your face, your forehead, the left side of your skull, the right side of your skull, the back of your skull, the top of your skull.

Take another comfortably deep breath and let it out with a sigh. Notice the improved state of relaxation over your entire body.

Beginning with the toes of both feet, tense and hold each muscle group fairly quickly all the way up to the top of your head. Now tense a little bit more, hold for a few seconds, and allow your entire body to relax all at once.

Take and release another comfortably deep breath while noticing how comfortable and relaxed you are.

Shift your attention to the image that you have selected to imagine this period. Think about it in whatever way is most vivid for you. There is no right or wrong way to experience this. As time goes by, your ability to sensually experience each aspect will improve. For now, just allow yourself to be comfortable with whatever occurs.

If your image includes a location, it may be helpful to think of your feet, with or without shoes, then begin to expand your imaginary visual and feeling awareness by thinking about what you are standing on. Once this process is begun, you may find it easier to slowly expand sensual awareness of more and more of the environment until you are vividly sensualizing every aspect that you imagineered.

Enjoy this process for several minutes, then, at your discretion, shift your focus to another image and fully experience that one.

When you sense that it is time, instruct yourself that when you return to the normal waking state that you will be feeling exceptionally well, that you will feel rested and energized and quite happy. Return to the normal waking state by thinking of your muscle groups again, this time noticing the actual physical environment around you, such as the cushion in the chair, the back rest of the chair, the floor beneath your feet, the sounds of the air condition unit running in the background, etc.

Open your eyes and re-establish your connection to the physical environment that surrounds you. Continue to relax for a moment and think about the pleasant experience you just had.

That felt good, didn't it! Just think, you get to do this at least three times a day from

now on. Even after you are comfortable with the fact that you have become a fully recovered non-smoker, you are likely to choose to continue this process for other worthwhile goals.

It is time to go to the last page of this book and update your program plan worksheet.

Chapter 7: Sustaining

The purpose of this very short little chapter is to alert you to a danger that will likely present itself to you at some time during your progress. This is the danger of being lulled into a false sense of accomplishment.

After consistently following the process, sensualizing at least three times each day for several days or weeks, there is a tendency to think, "I have been doing pretty well at this. It won't hurt if I skip an exercise, just this once...".

Don't allow yourself to be fooled by this lie! It will hurt! This is likely the very same false-logic which caused you to stumble each time you tried to quit smoking. The end of your hope began with the thought "*I am still going to quit, but I can have just one cigarette -- just this one time. It won't be a problem.*"

If something absolutely unavoidable ever happens that forces you to skip an exercise (like being unconscious from falling on your head) then immediately make up for it with two exercises for each one you missed. (You should find ample opportunity for this while you are recovering in the hospital from your head injury.) Force your inner self to recognize that you are absolutely committed to fulfilling your agreement about becoming a non-smoker.

Any time that you find yourself tempted to "fudge" on your schedule for one reason or another, remind yourself that it could be a lot worse! Instead of resisting doing a pleasant, relaxing sensualizing exercise, you could still be trying to force yourself to not smoke a cigarette while you were craving one very, very much!

It is time to go to the last page of this book and update your program plan worksheet.

Chapter 8: Journaling

As you travel your new road from smoker to non-smoker some dramatic changes will occur. From your perspective, however, these will likely occur as subtly and invisibly as watching your hair grow. Even though there is a definite change occurring every day, we tend to not notice it because we are constantly comparing this moment to just a few moments ago. If we want to appreciate the growth, it is helpful to keep and review a series of "snapshots" of our day-to-day progress. From these we can compare the first day with last week, with today, etc.

Keeping a journal is a different way of keeping snapshots that we can later compare. If this book version is incorporated into a daily planning book like "Day-Timer®" or "Franklin-Covey®" you can keep your journal on its pages. If this is a stand-alone book, there are journal pages following this section for you to use while transforming to non-smoker.

Journaling is a personal process, and I will not pre-suppose to tell you how to keep yours, except to suggest that you include your feelings and moods in all of your entries. For instance, one of your first entries may go something like this:

"January 10, 2000 - 12:45 P.M. I just completed my second mid-day sensualizing exercise. This whole idea seems really stupid to me. I hope I am not just wasting my time! I had a hard time "seeing" any pictures, so I don't think it really helped much. I noticed that I was really craving a cigarette when I was near the end of the exercise. I think I am smoking more now than before I started this silly thing! This better not backfire on me and make it even harder to quit!"

Although we tend to forget the type of details that we were experiencing in our past, consider how you might feel if you were to compare the previous entry to one made fifteen days later that read like this:

"January 25, 2000 - 10:20 P.M. after my evening 's' exercise. I enjoyed my sensualizing so much tonight I was a little sad to leave it! I used the image of hiking up past Hidden Lake to the "secret" waterfall. I saw myself jumping from boulder to boulder like a mountain goat without ever getting tired or having to catch my breath. By this spring I should be able to do that for real again! Chad will be old enough by then to hike up there with me. We are going to have such a blast!"

I am beginning to notice that I am smoking a little less. Not much, but it is a good sign. It is much easier to get through long meetings without a break than it was a few weeks ago. It is going to be so nice to not ever have to dink around with cigarettes again!"

Each of these entries reveals something very important, although it is considerably more obvious in the second entry than in the first. The person who recorded them had already become a non-smoker in his mind. He was merely waiting for his behavior and experience to catch up with his reality. It is also quite obvious that the doubts that were

present in the first entry example had faded completely out of view by the time of the second entry example.

Your entries will reflect your individual personality, hopes, desires, feelings and experiences, and will likely be very different from these examples. They will, however, be similar in that they will provide you with excellent feedback about what is going on for you. My own personal journal entries got pretty gloomy when I had not completed the transformation by the 21st day, as I had expected to do, but they also proved to me that I was committed to continue the process until I was successful, even if it took years!

Of course, the entry I made on the evening of my 41st day more than made up for all the gloom and self-doubts I had previously recorded!

It is time to go to the last page of this book and update your program plan worksheet.

Chapter 9: Commencement

An extended seminar program that I participated with labored over what to call the ceremony at the completion of its three courses. They finally decided that "commencement" was the only appropriate word, because the conclusion of one adventure marks the beginning of another, even more promising adventure. Our future is always more promising, because we have added the benefits and advantages of the lessons we learned in our past to help accelerate us forward.

As you will recall, I said that the program would be simple, and so it is. There is nothing else to learn or do to accomplish this and your many future achievements than to keep on keeping on until the next, then the next, then the next, etc. have become the empowering advantages of our past.

I recently read an amusing quotation, which was something like "Our present good judgment comes from lessons we learned during the most difficult experiences of our past -- most of which occurred because of bad judgment." And so it is! The rubble of our fallen past becomes the smooth pavement on the road to our future. All we have to do is stay on the road, and "keep on truckin'."

At this point in my life, I am grateful that I had the opportunity to *experience through* being a smoker. The lessons I learned from those experiences could not have been learned in any other way, and my life could never have been as wonderful as it has become without having had those lessons. Just remember, the word commencement means beginning, not end. The only way we reach the end is if we quit.

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Program Plan Worksheet			
Task	Assigned to	Begin	Complete
Define the objective			
Assign Program Management			
Analyze Status Quo (starting point)			
Define the Results in absolute detail			
Imagineer Results in full sensory detail			
Sensualize self-image template changes			
Sustaining: Never any schedule exceptions			
Journal and review to recognize progress			
Commencement: Where do I go from here?			